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*'High-touch' Real
Estate Services*



'High-touch' Real Estate Services

By Heather Navarra, The Write Type

R Real estate agent Kathy Bowes of RE/MAX Powell River prides herself on providing exceptional service that gets results. Her availability complements her 'high touch' approach. Kathy's style is evident in her mission statement: "No magic wand, just a thorough knowledge of the local market, strong work ethic, a commitment to clients and a high level of personal service ... that's the secret of my success!" Indeed, with her dedication and commitment, over 60 percent of Kathy's business now comes from repeat and referred clients, a clear indicator that she is consistently achieving her clients' goals.

KATHY BOWES

This determined realtor has never been a quitter. As a competitive figure skater, she achieved a high degree of success. "Figure skating is a solo sport," says Kathy. "You have to be self-motivated for those 6:00 a.m. starts. You can be cut down in one competition but need an ability to focus and try again the next day." That discipline has carried over to Kathy's role in real estate. "The dedication required for

achievement has definitely carried through to all aspects of my life. I never quit, no matter how hard it gets."

Moving to Powell River from Ontario in 1976, Kathy became a professional figure skating coach, developing her people skills, motivational ability, planning and goal setting techniques. Over her 21-year career, she earned many awards and accolades, including recognition as a world-class coach.

With a keen interest in real estate, Kathy enjoyed the process of searching for her first home, noticing with interest how the realtor chose homes for viewing, and shared the advantages and disadvantages of each. Kathy's first purchase was an apartment building; she continues to draw on her experience as a landlord when advising clients interested in investment properties.

Kathy intrinsically knew that she would find personal gratification through the

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process of matching clients to the right house and decided to pursue a career in real estate, becoming licensed in 1995. She has been with the same agency since then, although RE/MAX Powell River was Coldwell Banker Seacrest Realty until 2001 when the agency changed to the RE/MAX franchise. Kathy has developed deep roots here, and is now well respected and extremely knowledgeable about the area she serves, a region that includes the Powell River area from Saltery Bay to Lund, Texada Island and Savary Island.

The RE/MAX brand is recognized all over the world and the company is an industry leader. "My company is efficient and trustworthy," says Kathy. "The agency has a strong presence locally based on experience, marketing and competent support staff. The company offers a wealth of knowledge, and provides a team-like atmosphere that makes my job easier by providing help and support when I need it. Our office staff is experienced and there is always someone there to assist clients who call in. The office exposure is the best in town."

The office has great curb appeal and high-profile visibility on the primary route through Powell River. With 18 well-respected agents serving clients, Kathy values the high level of professionalism, the degree of excellence and the high

visibility RE/MAX enjoys in the community. The office consistently vies for first place in market share.

Serving both buyers and sellers, Kathy says there is a balance between local clients and those from out-of-town, representing all walks of life. She handles all property types, from a starting point of \$80,000 to those valued over \$2 million, including residential, rural, recreational and commercial. Receiving referrals through the World Referral Program, she also works with builders and developers to assist in locating land, and enjoys working with first-time buyers. "In many ways, working with clients reminds me of coaching skating," shares Kathy. "You become a part of the skater's extended family. You spend a lot of time talking to the parents -- in person or by phone -- working together to decide what approach to take, developing a short-term and long-term plan. All of this compares with real estate. You become a part of your client's life and it is a gratifying experience to find them the right home."



A member of the Powell River Sunshine Coast Real Estate Board for ten years, Kathy has been President for the past four years. Also a member of the BC Real Estate Association, the Presidential role involves strategic planning meetings and action on government liaison issues, working towards creating a better profession and developing enhanced opportunities for the public. She has excellent public speaking skills and a broad understanding of the industry.

Knowledgeable and high profile, Kathy has brought her own personal flair to marketing from the start. "It has always been my aim to market properties first; self-promotion comes second," says Kathy. "Before branding became popular, people would comment that my print advertising had a unique 'look'." She received a RE/MAX advertising award in 2001 for the best newspaper advertising in Western Canada.

Through a number of marketing tools, Kathy gets her listings the widest possible exposure to ensure they sell quickly and at top dollar. In addition to her personal website (www.kathybowes.com), listings are also advertised on the office website and through the RE/MAX national and international website connections. She also runs a full-page ad in the MLS monthly real estate guide and maintains a strong presence in the local newspaper.

Technically competent, this warm and friendly professional uses technology to



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increase her efficiency, but also focuses on incorporating that personal touch. Trustworthy and approachable, her tag line 'Call (anytime)' promotes her availability. "When clients phone Kathy Bowes, they get Kathy Bowes," she says. "I believe in the hands-on approach. My focus has always been the client -- always providing that extra level of excellence and 'high-touch' service."

Hardworking, confident and driven, Kathy's experience in marketing is complemented by her strong negotiating skills. She excels in a competitive situation. She stays current with technology, market and industry changes, and the latest marketing techniques and systems.

Successful but humble, Kathy has always been a top achiever. Currently in the top two individual realtors in Powell River for sales, in November 2007, she was recognized by RE/MAX for outstanding performance as one of the top 100 agents

in Western Canada. For 2007, she earned the RE/MAX Platinum Award and has been inducted into the Hall of Fame. She has consistently received Board's Individual Realtor Medallion Award, and was runner up for 2007.

Kathy is highly involved in community activities, too numerous to mention them all. A past Director of the Chamber of Commerce, she is a judge with the Canadian Figure Skating Association and currently sits on the community's Olympic committee, the Powell River Ajoomixw Spirit Committee. She supports the Powell River Kings hockey club, the Bruce Dennison Bone Marrow Society, Relay for Life and the Blackberry Festival. A portion of every commission is donated to the Children's Miracle Network.

Setting goals is a key component of Kathy's success. "I have a competitive drive and am naturally goal oriented. I understand the importance of achieving

smaller targets in order to reach the big goals." Her work with sport psychologists over the years also helps her motivate clients, giving them confidence.

Complementing her wide sphere of influence, high level of ethics, and outgoing personality, the top factor in Kathy's success is the personal service she provides. Her greatest business accomplishment has been the numerous friendships that have developed with clients. "I'm motivated and I love my job. I enjoy the sense of accomplishment that comes from working through the process with clients to the end result, experiencing their joy. It's all about the people and the joy they bring to my work and my personal life." Kathy's passion for the business is evident, and consistently translates into exceptional results for each and every client.

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